

Service Development Group

November 2013

Report on the Commissioning Handbook for Librarians

Commissioning Handbook Activity

Over the past few weeks and months, work has focussed on updating the Handbook content and transferring it to a libraryservices.nhs.uk WordPress platform. This brings it into line with other library websites including www.knowledge4commissioning.nhs.uk. The work has been managed by Sharon Riddle and Anne Gray with active involvement of the Handbook champions, and the new site was officially launched at the Commissioning Workshop for Librarians on 18 October 2013.

Commissioning Workshop for Librarians, October 2013

This workshop, held in central London, was attended by 30 librarians from across the country and from a range of services. Presentations included a keynote paper from Sue Lacey-Bryant to set the context of commissioners' information needs, the importance of engagement with commissioners (Mike Rodham), corporate memory (Louise Goswami) as well as the relaunch of the Handbook. Initial feedback on the relaunched Handbook was very positive: "*website very informative*", "*clear layout / structure*", "*interesting case studies*". Suggestions from attendees around how to keep the Handbook up to date, other resources and publicity were also collected and will be considered at the next Handbook Steering Group meeting. Presentations and notes from the workshop are available here: <http://commissioning.libraryservices.nhs.uk/press-and-publicity/commissioning-workshop-october-2013>

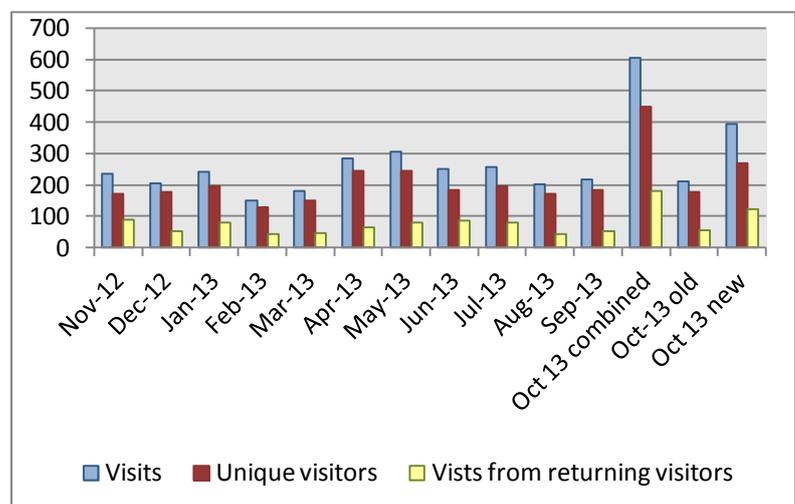
Analysis of site activity

This analysis covers the past year – November 2012 to October 2013 – including the first month of the new website. In this period, there were a total of 3,286 visits from 2,453 unique visitors.

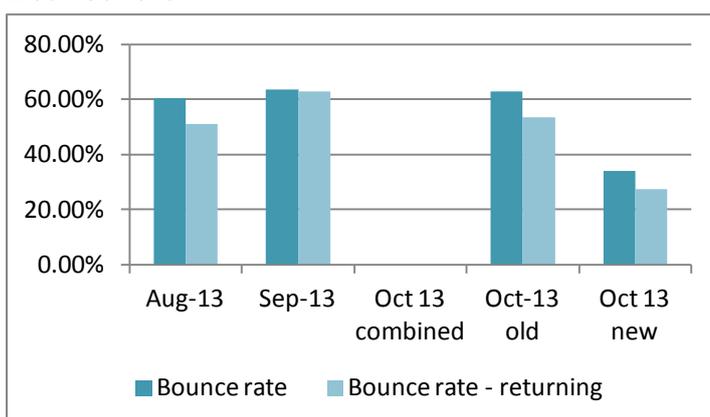
Visits

There has been a significant rise in visitors since the new website was launched. Activity may settle down following the launch, but this is encouraging.

This graph shows activity for the wiki and new website separately and combined



Bounce rate



The bounce rate of the new website shows a significant improvement from the wiki. Again, behaviour on the site will have been different in the first few weeks of the launch so it will be interesting to see where it levels out.

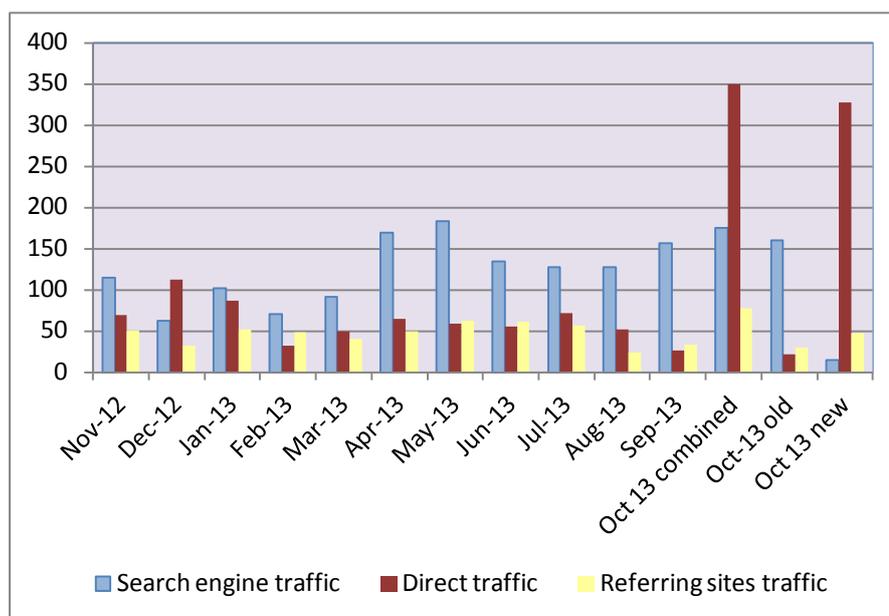
Traffic sources

As can be seen from this graph, there has been a high number of direct visitors to the new handbook.

Over time, it is hoped that referring sites traffic and search traffic will increase.

Search engine traffic

Meta-tags have been added to the new site to make it more 'search engine friendly', and the site has been verified with Google. It is hoped that this will have a positive impact on search engine traffic.



Referring sites traffic

The only NHS referring sites for the new site in October were:

- www.libraryservices.nhs.uk
- www.londonlinks.nhs.uk

Most of the other referrals come from the old site and the newsletter. This situation will improve as website managers update their links to the Handbook.

Newsletter

The Commissioning Handbook newsletter has been sent once since the last meeting, informing everyone about the new website. Subscribers were advised that they could keep up-to-date with new additions by subscribing. To date there are only 12 followers.

Concluding remarks

- The relaunch of the Handbook has been a success with positive results in activity.
- The workshop has demonstrated that the Handbook has a key role in supporting librarians who provide services to commissioners.
- It would be useful to remind colleagues with responsibility for maintaining relevant NHS websites that the site has a new address.

Sharon Riddle and Anne Gray
November 2013